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Socialization of The Role of Entrepreneurial Orientation in Exploiting Business Opportunities for Tempe Entrepreneurs

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ABSTRACT

The problems faced by business actors include: entrepreneurial orientation of business actors who are still limited, the ability to innovate by creating new businesses by utilizing tempe is also still limited, so socialization is needed to provide an overview of knowledge in business development. These businesses are carried out from generation to generation, some even use simple equipment so that the resulting productivity is not maximized and the ability and courage of business actors to diversify and differentiate the products produced is also still limited, so the products produced are still limited. tempe variant a little. Based on these conditions, socialization activities related to the role of entrepreneurship orientation in taking advantage of business opportunities for entrepreneurs can be the best solution to help provide solutions to problems that lie above these business actors, because entrepreneurship is right in taking advantage of business opportunities. This opportunity can be an opportunity to create new business opportunities that are more diverse and useful to improve the welfare of tempe entrepreneurs, as well as produce more diverse tempe products so that they can provide a more diverse choice of preferences for consumers and provide added value and separate appeal. of the resulting product.

Keywords: Entrepreneurial Orientation, Business Opportunity



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INTRODUCTION

Tempe has become an inseparable part of most people. This traditional culinary is even one of the advantages and uniqueness of Indonesian food. (Yuniarsih, et, all, 2020). The existence of tempe provides opportunities for Micro, Small and Medium Enterprises (MSMEs) to contribute to advancing the tempe business in society. MSMEs have a relatively high labor intensity and a small amount of investment so that they are more flexible in facing market changes. This is because MSMEs are able to create jobs for the community as well as provide opportunities for people to advance their regions. These MSMEs have several common characteristics, including being a family-owned business, still using human technology, and still having a spirit of brotherhood. The existence of UMKM is a form of community economic empowerment activities, through the resulting productive efforts. (Utama and Baroto, 2020).

One of the productive economic empowerment activities is carried out by MSMEs in Bagusari Village, Lumajang District, Lumajang Regency. This village, which is known as the tempe village, has a productive business as a tempe maker, and also makes various tempe processed products even though the number of processed product makers is not as much as the number of tempe makers, only about 5 people. The processed tempe products include: tempe chips, botok tempe and various other products. Business activities as a tempe maker have been carried out from generation to generation, even starting before Indonesia's independence. It has even become part of the livelihoods of the community members who live in that location. (Priyanto and Djajati, 2018)

With the number of tempe business actors up to 60 people in the area, it is fair to say that the home-based Indonesian product, namely tempe, has been proven to be able to survive today, amid the emergence of western products and fast food products circulating on the market. The times that are increasingly rapid and the demands of the growing market make the business being run inseparable from problems related to the business activities being carried out. Some of the problems faced, among others, are related to efforts to generate greater interest, especially for the younger generation to be interested in preserving and developing this tempe business, so that it becomes a mainstay product and is able to compete with products on the market through entrepreneurial orientation socialization activities so that, become actors. tempe business is considered promising and able to provide economic benefits for the community. (Siahaan, 2020).

Becoming a tempe business actor has been done by most residents of Bagusari Village, carried out from generation to generation, the resulting tempe is processed based on recipes that have been continued or preserved from generation to generation. This is done because the community perceives that it is only limited to the abilities and skills they possess. So that they are still not brave to try to explore more deeply, due to the limited ability, skills and entrepreneurial orientation they have, which results in the business being carried out to be not optimal. Based on the information provided by partners, namely business actors in Bagusari Village, Lumajang District, Lumajang Regency, the results of identification of problems faced by partners are as follows: 1. Limited knowledge and skills of business actors related to their entrepreneurial orientation? 2. New business opportunities that can be created by utilizing tempe as the main raw material?

METHODS

The campus, in this case the STIE lecturer Widya Gama Lumajang, gets full support in carrying out community service activities, to provide solutions as well as useful alternatives to be conveyed in a simple, concise and easy to understand manner to help clarify the aims and objectives conveyed, so as to be able to answer problems faced by partners. The stages carried out in community service activities are as follows: 1. Interview method: interview activities are carried out as a form of initial identification of problems faced by partners. 2. Method of observation / observation: direct survey activities to partners related to the actual conditions that occur in the field. 3. Mentoring method: conducting training activities with the theme "Socialization of the Role of Entrepreneurship Orientation in Taking advantage of Business Opportunities for Tempe Entrepreneurs". Assistance activities are carried out with the aim of activities so that similar activities can be carried out in a sustainable manner so as to foster good cooperation between partners and STIE Widya Gama Lumajang, with partners in designing new business opportunities that can be developed.

RESULTS AND DISCUSSION

Based on the results of interviews conducted with partners, the results show that the initial identification is related to several findings of the problems faced, namely: the entrepreneurial orientation of tempe business actors is still limited and the ability to innovate by creating new

businesses by utilizing tempe as the main raw material. The products produced are also limited, so they need socialization to provide a more complete and specific description of knowledge to assist in the development of businesses run by tempe business actors.

Based on the results of observations / observations made at partner business locations, some information is obtained that: the tempe business that is run by most of the people of Bagusari Village is carried out from generation to generation, even some of them still use simple equipment so that the resulting productivity is not maximized and The ability and courage of business actors to make efforts to diversify and differentiate the products produced are also still limited, so that there are few tempe product variants produced.

Conducting training activities with the theme "Socialization of the Role of Entrepreneurship Orientation in Utilizing Business Opportunities for Tempe Entrepreneurs". The training activities carried out in the form of socialization are provided with the intention that business actors gain knowledge and insight into the role of entrepreneurship orientation and how to become a successful entrepreneur by taking advantage of business opportunities that are owned. It is an important theme of training activities carried out. Tempe business actors involved in it are very enthusiastic about the course of the training, because they get useful knowledge to increase their knowledge, especially in terms of product marketing.

Carry out community service activities in the form of assistance activities, with the aim that similar activities can be carried out in a sustainable manner so as to foster good cooperation between partners and STIE Widya Gama Lumajang, especially in providing understanding to business actors about the important role of entrepreneurial orientation in develop the business being run and opportunities to create new business potential by utilizing existing businesses. The mentoring activities carried out at the same time are also useful as a source of inspiration / ideas in creating attractive local products so that they can be used as regional superior products.

CONCLUSION

Tempe entrepreneurs experience problems related to the limited knowledge and skills possessed by business actors, especially in Bagusari Village, Lumajang District, Lumajang Regency. Where the entrepreneurial activities that are carried out and the mind set of business people towards the business being carried out are still limited and the business development efforts carried out experience obstacles due to limited factors in terms of the abilities and skills of tempe business actors in carrying out product innovation activities made from tempe. The training program in the form of socialization and mentoring activities is carried out with the aim of providing an overview and knowledge of "Socialization of the Role of Entrepreneurship Orientation in Utilizing Business Opportunities for Tempe Entrepreneurs". This activity is carried out at the same time as a form of solution given to overcome the problems faced by business actors in the area.

Entrepreneurial orientation that is carried out is important for entrepreneurs so that their business can be successful. More specific recognition of characteristics and entrepreneurship is important in overcoming the various possible obstacles that arise when running a business. Creating new high-value business opportunities is the main thing that entrepreneurs do in this case, especially the tempe business actors, so that the resulting business activities are able to open wider market opportunities, create new opportunities and provide other added value economically than new product being generated. Exploration by utilizing business opportunities from the traditional culinary side, in this case tempe, is important, considering that tempe is a typical Indonesian food, as well as a form of our support for the preservation and development of traditional Indonesian culinary delights.

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